



Wildlife Management Institute

226 Victoria Way, Georgetown, KY 40324

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REQUEST FOR PROPOSALS

Video media production designed to improve the rate of Millennial engagement in outdoor-related conservation activities.

The Wildlife Management Institute (WMI) is pleased to announce a Request for Proposals (RFP) for video media production designed to improve the rate of Millennial engagement in outdoor-related conservation activities. Please read this entire RFP before submitting a proposal for this project. WMI is coordinating and administering this opportunity on behalf of the Association of Fish and Wildlife Agencies (AFWA) and the U.S. Fish and Wildlife Service (USFWS) under the Multistate Conservation Grants Program (CFDA #15.628, FAIN F19AP00110).

Background:

At more than 90 million people, Millennials (born from 1981-1996) now comprise the largest population segment in the United States. Yet we have failed to capitalize on their specific marketing habits to maximize participation in wildlife-related recreation and to help to shore up conservation funding. Despite recruitment programs for angling, boating, hunting, and recreational shooting being increasingly aimed at younger audiences, agencies and partners lack quality marketing resources to engage them. Effective customer engagement tools are needed to: 1) to inform and emotionally connect with this vital, prospective customer base on how participation in wildlife associated recreation drives conservation efforts with license revenues and federal excise taxes on equipment, 2) to enlist their help through active participation and spending, and 3) to build an excitement in them about the many social and personal benefits of being involved in these engaging activities.

Millennials are a primary target audience with a cultural lack of connectivity to the natural world, so it is imperative to reach Millennials where they live. Most Millennials are mobile-engaged and cause-motivated, spending two or more hours per day on social media or browsing the web. More than 80% use video content to make purchasing decisions. Most follow companies and/or brands on social media (YouTube – 75%, Facebook – 84%, Twitter – 50%, Instagram – 60%). Generationally, they are also the most prolific shoppers, spending 25-40% more per capita than other age groups, with total annual expenditures of more than \$200 Billion. Thus, it is critical that we create and implement engaging and actionable video content for use on digital-social platforms in order to increase the number of participant-conservationists from the Millennial generation. Brief but captivating video content that can readily be consumed and shared appears to be a cost-effective way to convert Millennials from non-participants to active participants.



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The socio-psychological proclivities of Millennials also offer promise for effective marketing and engagement in fish and wildlife recreation and conservation. Because individual participation and mentoring fuels conservation funding, the appeal of personal involvement to both authentically experience wildlife and nature while simultaneously helping to sustain it is ripe for harvest. Millennials are drawn to causes that they can feel good about and directly participate in. They also prefer to be treated as partners rather than customers. Connections are important to them. They want to make a difference, and although they are uncertain about today, they are drawn to causes that can shape a better tomorrow. One of our goals is to have a product that millennials embrace and that motivates them to do the marketing for us. If we build a good product that they feel is inclusive and valuable, they'll take it and run with it.

RFP Priorities:

Acceptable proposals will incorporate readily available, state-of-the-art market research on Millennials to produce high quality, short-form videos designed specifically for the target demographic. These videos will inform and raise awareness about the importance of their participation in wildlife-associated recreation and its impact on conservation funding, explicitly incorporating Millennials, with the ultimate outcome of the target audience emotionally connecting with and personally engaging in the broader conservation system through participation and social support. ***Possible themes for consideration are detailed at the end of this RFP.*** Additionally, proposals should accomplish the following goals:

Deliverable 1. Production of Short-Form Videos for Agency/Partner Use

Vendor will produce 16-32 short-form video templates that communicate the role of conservation funding that are visually and emotionally appealing to Millennials. Videos should be tailored for digital platforms including social media formats to assure maximum reach. They will consist of short-form content (15 sec, 30 sec, 45 sec, 1 min, 3-5 mins) to facilitate message dissemination through social and other web-based platforms. The products should be flexible enough to ensure they are adaptable for multiple formats and specific purposes. The products should also be designed to ensure a long shelf-life (2-5 years). Vendor will provide the video segments in a format that is both downloadable and editable by the users (state and federal wildlife agencies, conservation organizations, etc.). Vendor will also ensure that users can tailor (e.g., text-overlays, links, audio, and video specific to their states or programs) and deploy the videos using their particular platforms and channels (e.g., social media and websites currently in use).

The specific essential components for a successful proposal must include video content that:

1. Represents the targeted demographic by using a diversity (gender, race, ethnicity, socio-economic, etc.) of Millennial participants as on-screen talent.
2. Resonates with the target demographic (e.g., focuses on food, friends, and fun, etc.; acquiring locally sourced organic protein; improving health benefits of being outdoors, etc.). ***Possible themes for consideration are detailed at the end of this RFP.***
3. Addresses the need for participation in each of four target areas (e.g., angling, boating, hunting, recreational shooting).
4. Exhibits regional relevance (e.g., shows appropriate habitat and activities) to the target audiences (western, midwestern, southeastern, northeastern habitats) or is general enough to work anywhere.
5. Provides video in both compressed and uncompressed formats that can be edited with widely available video editing programs.
6. Is compatible with multiple social media platforms (Facebook, Instagram, Twitter, You Tube).



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7. Has a reasonable period of use before obsolescence (2-5 years).
8. Is available in multiple lengths, each expanding on the core message.
9. Is modular, with longer lengths (30 sec, 45 sec, 1 min, 3-5 mins) building on the 15 second core message:

For example: the core 15 second video segment might show Millennials hunting and having fun; the 30 second video expands on the previous to include health benefits and locally-sourced food; the 45 second video expands on the previous to include participating with friends; the 1 minute video expands on the previous to include the conservation value/message; the 3-5 minute video allows the partner to include a customized message at the beginning/end or both.

Deliverable 2. How-To Video and Webinar to Help Optimize Deployment of Short-Form Videos on Agencies' Digital Platforms

Vendor will produce a how-to video that provides on-demand, expert guidance to partners, agencies, and organizations for deploying the videos produced for Goal 1. This “best practices” how-to video will include:

- Recommendations for tailored branding by each partner to suit their organizational needs and programs;
- Recommendations on how to tag, share, and maximize engagement of the target audience through specific calls to action (such as purchase of licenses, enrolling in learn-to-hunt or -fish programs, or clicking on how-to resources on agency/partner sites).

The vendor will also host three one-hour webinars using this content and provide an opportunity for Q&A for the agency and conservation partners that will be deploying the developed video products thru their social media and website outlets.

Instructions for Proposal Submittal:

1. Proposals must be submitted as either a PDF or MS Word document to Jon Gasset (jgasset@wildlifemgt.org) at Wildlife Management Institute no later than **Friday, May 29, 2020, at 11:59 PM Eastern Daylight Time**. Email confirmation of the receipt of your proposal will be sent within two business days of your submission. If no confirmation is received within two days, your proposal **may not** have been received. *If you do not receive a confirmation within two business days of submittal, please call (502) 330-9025.*
2. The proposal is limited to a total of seven pages:
 - Page 1 is a single cover page with contact information and a summary of the proposed project.
 - Pages 2-4 are for a detailed description of the proposed project.
 - Page 5 is a brief description of previous, similar work done by vendor with links where examples may be viewed by evaluators.
 - Page 6 is a detailed budget for the project, broken down by goal and expenditure category.
 - Page 7 is a single page outlining the qualifications, expertise, and roles of the individuals and organizations involved in the project.



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3. The cover page should provide the following information:
 - Name of Principal Contact and Job Title
 - Name of Company
 - Email Address
 - Physical Mailing Address
 - Telephone and Fax Numbers
 - Other Key Employees Involved (name, title, email address)

4. Pages 2-4 should provide the following information:
 - A detailed project description, written clearly and concisely as possible, detailing the vendor's approach to accomplishing the two goals described under the **RFP Priorities** section.
 - A list of scenarios/ideas that the vendor proposes to incorporate into the video products that will clearly appeal to the target demographic (Millennials), demonstrate regional variation in scenes (western, midwestern, southeastern, northeastern), and cover the four major sectors (angling, boating, hunting, recreational shooting) of wildlife-associated recreation.
 - Description(s) of proposed concepts for nesting the video segments into increasingly multidimensional layers that build on the central core message.
 - A detailed list of any needs or resources required from the partners (state fish and wildlife agencies, conservation organizations, etc.) including regional video footage (b-roll), a list of current platforms/formats/software used by those partners, etc.
 - A detailed timeline for completion of draft video products to be used for message testing (draft products will be message tested using focus groups of millennial participants under separate contract),
 - A detailed timeline to completion of final video products.
 - A detailed approach and timeline for the development, production, and deployment of the on-demand "best practices" how-to video for partner use and education.
 - A proposed approach and possible dates for the training webinars detailed in Goal 2.

5. Page 5 should provide the following information:
 - A list of website links or other similar platforms where examples of similar work or projects produced by the vendor can be viewed by the proposal evaluators.
 - A brief description of each of the above links written in such a way that the evaluators can easily understand what the example video products are demonstrating.

6. Page 6 should provide a detailed budget for accomplishing the work detailed in this RFP that minimally includes:
 - Personnel
 - Fringe Benefits
 - Supplies & Materials
 - Travel
 - Contractual Services
 - Overhead or Indirect Costs
 - Any reduced costs, matching funds, or in-kind goods or services (*not required for the proposal but may improve proposal ranking*).



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7. Page 7 should provide a paragraph detailing the qualifications, expertise, experience, and roles of the principle personnel and/or organization performing the project work.
8. Vendor must complete project within six months or less from the time the proposal is accepted.
9. Upon request, vendor will provide updates, progress updates, or other communications to WMI via conference call or email.

Possible Themes for Consideration:

Stewardship – Clean water, clean air, clean land, healthy fish and wildlife

Affordability – Hunting/fishing/shooting/boating is cheaper than...

Simplicity – It's easy to get started

Convenience – Opportunities are right out your back door

Adventure – Wild adventures, wild animals, wild places

Participation – I participate, I buy a license, I support conservation

Reverence – Harvest is the cycle of life

Story Telling – Chronical your initiation/participation

Motivations – Why do you hunt/fish – fun, friends, food

Organic – Locally sourced, free-range high-quality protein

Diversity – Participation knows no bounds – age, ethnicity, social status

Social – Fun with friends and colleagues

Combination with other Activities – Ties in well with other pursuits--kayaks, camping, hiking, etc.

Geographic – Opportunities to experience in your backyard or across the country